



MICHAEL HULL

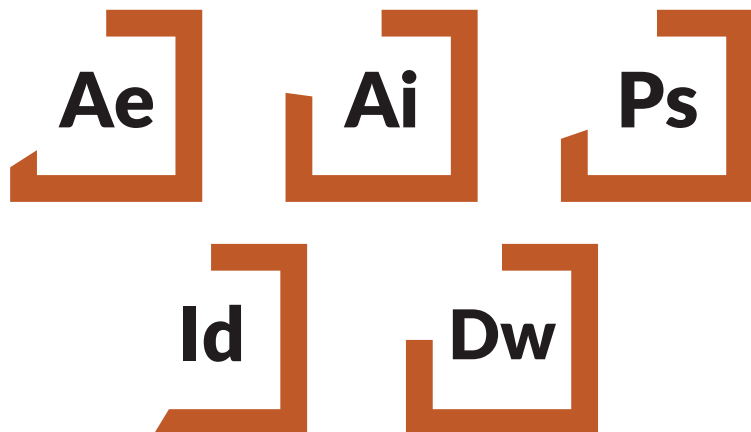
CONTACT

703.403.2294 

MHullDesign@gmail.com 

mhullcreative.com 

CREATIVE SUITE



SKILLS

Social Media
UX Design
User-Centered Design
Customer Service
Motion Graphics
Photography
Videography
HTML
CSS

CERTIFICATIONS

HubSpot Inbounds Certified

DEGREE

Bachelors of Science in Digital Communications
with a Concentration in Design

Lebanon Valley College | Annville, PA
Class of 2013

EXPERIENCE

Moving Targets | **Perkasie, PA** **Creative Specialist** | **March 2016 - January 2019**

- Manage all aspects of motion graphic video projects, including conceptualization, timeline development and management, storyboard creation and pitching, and video production.
- Develop content and produce all creative material (posts, ads, flyers, graphics) based on client's vision and objectives.
- Organize and execute video and photo shoots for clients and for internal company promotions.
- Assist print department with designing client mailers, postcards, trifold and flyers.
- Work closely with web department as UX specialist designing wireframes and mockups for client sites.
- Communicate and coordinate effectively with team and client to consistently meet project deadlines and expectations.
- Work to set budget and pricing for video projects to ensure company and client obtain best possible price.

Moving Targets | **Perkasie, PA** **Digital Marketing Strategist** | **June 2015 - May 2018**

- Execute simultaneous integrated digital marketing campaign strategies for 20-30 clients using all necessary tools - web, email, social media.
- Set up and manage campaigns across different social media channels (Facebook, Twitter, Instagram) for all clients.
- Design promotional content and code responsive email templates for 20-30 clients.
- Maintain and grow strong client relationships through the development and optimization of insight-driven digital marketing strategies based on client business goals, budget, market situation and audience needs.
- Analyze email and social media data to evaluate effectiveness and refine strategies accordingly.
- Identify emerging digital, social and content trends to bring a steady flow of ideas to clients, internal teams, and leadership.

Marked Promotions | **Landover, MD** **Account Manager** | **Sept 2013 - May 2015**

- Managed customer accounts from conception to delivery, including strategic planning, pricing and negotiation, mockup designs, print screens, production, and timely delivery.
- Collaborated with local and global vendors, the sales team, and the production team to ensure that brand guidelines were followed, messaging was consistent and client's objectives were met.
- Suggested and designed innovative ideas based on brand image and direction, and made product recommendations that set each client apart from their competition.
- Fostered new business relationships and built long-term relationships with existing customers.